



DOWNTOWN MANAGEMENT BOARD

February 19, 2019

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of January 15, 2019
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Hear presentation on the Downtown Events schedule
 - (b) Consider Parking Committee Appointments
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by the City staff
4. Closed Session – Consider authorizing to adjourn to a closed session pursuant to Section 8(a) of the Michigan Open Meetings Act, to consider a periodic personnel evaluation of the Downtown Director
5. Miscellaneous
6. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the Downtown Master Plan as adopted by the City of Petoskey in 1987; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



BOARD: Downtown Management Board

MEETING DATE: February 19, 2019 **PREPARED:** February 15, 2019

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of January 15, 2019; (2) Acknowledgement of bills since January 15, 2019; and (3) Acceptance of the January expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

January 15, 2019

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, January 15, 2019. The meeting was called to order at 7:05 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Doug Buck, Vice Chairperson
Robin Bennett
Noah Marshall-Rashid
John Murphy, Mayor
Ben Slocum
Jessica Stubbs

Absent: Daniel Harris and Ed Karmann

Also in attendance was the Downtown Director Becky Goodman and City Manager Robert Straebel.

Conduct Annual Organizational Session

Chairperson Smith reported that the Downtown Management Board was required to annually conduct an election to select a Chairperson and Vice Chairperson from its members and to establish a regular meeting schedule for the coming year; and that duplicating the action by the Downtown Development Authority Board at its meeting, which had been conducted just prior to this meeting, the Downtown Management Board would be required to elect these same officers and to adopt the same meeting schedule.

Duplicating action of the Downtown Development Authority Board, Mr. Marshall-Rashid moved, supported by Ms. Bennett, nomination of Mr. Smith as Downtown Management Board Chairperson and Mr. Buck as Vice Chairperson for 2019 and established meeting schedule for 7:00 P.M., the third Tuesday of each month, or as necessary. Nominations and meeting scheduled were unanimous by a voice vote.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the December 18, 2018 regular meeting minutes; acknowledgement of bills since December 18, 2018; and acceptance of the December expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Ms. Bennett, the December 18, 2018 regular meeting minutes were approved; acknowledgement of bills since December 18, 2018 that totaled \$37,089.73; and expense and income reports for December were approved. Said motion was unanimously approved as submitted.

Hear MDOT US-31 Realignment Project Presentation

At the request of the Board, the City Manager gave a brief presentation on the MDOT US-31 realignment project that will extend from the Mitchell Street Bridge to Fairview Avenue. The City Manager further reviewed changes to Lewis Street; that a new traffic signal will be installed at MacDonald Drive; drainage and utility improvements; and reviewed the detour route for north bound traffic which will be in place late March through July 1, along with an additional detour for Lake Street during March and April.

Hear Downtown Events Schedule Presentation

The Downtown Director reviewed that at the request of the Board during the December meeting, staff will provide an overview of the Downtown Events Schedule.

This matter was tabled for a future meeting due to low attendance.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee reviewed Marty Scott's proposal regarding restriction of parking funds and determined that they were satisfied with the language in the resolution that was approved by City Council; discussed change.org petition concerning parking and that the public is lacking education and parking information; that the Committee directed staff to prepare an outline of a series of guest commentaries to be printed in the newspaper and provide information to the City Manager for City Council; discussed courtesy tickets and concurred to wait until the new rates have been in effect for a year before discussing eliminating the courtesy tickets again; that new rates will be phased in all at once; that the Committee reviewed a draft RFQ for a vendor to supply services for supplying the new meters; reviewed holiday parking promotion statistics; and discussed placing ambassador patrolling schedules, a potential limited free parking program for locals and revisiting the pay station "pay by plate" implementation on a future committee agenda.

The Promotions Coordinator reported on behalf of the Events Committee and reviewed the 2019 Winter Carnival event schedule; reviewed suggested movies from different decades for Petoskey Rocks and possibly tailoring music to the corresponding decade; reviewed potential activities for Halloween weekend; and discussed future Ladies and Men Nights going forward in 2020.

On behalf of the Marketing Committee, the Downtown Director reported that the Committee is setting up a regular meeting date; that the Promotions Coordinator will be attending a social media workshop; that she will review list of marketing projects with the Committee and refine details; and that there will be further discussion about sources for a marketing plan.

In beautification, the Downtown Director reported that \$50,000 was budgeted for a snow blower and the price of the new blower came in under \$27,000 due to working with the Public Works Director and obtaining municipal pricing, and that the brand, model and equipment were highly recommended.

In Economic Enhancement, the Downtown Director reported that there is a stakeholder meeting for 200 East Lake Street development on January 22.

The Downtown Director also reported that there is a new DDA rule and that the Board should be prepared to have special DDA meetings to comply with new law, but more information is forthcoming from the State; that she will conduct downtown employee evaluations the last week in January; that there is a Michigan Historic Preservation Network presentation at the January 21 Council meeting; and that MDOT will be presenting at City Council on February 4 concerning the US-31 realignment project.

Hear City Staff Report

The City Manager reported that the City received a grant for the Iron Belle Bridge project; reviewed that City Council was considering a rezoning ordinance for 200 East Lake Street; that the Parks and Recreation Commission held two public hearings concerning possible improvements to Solanus Beach and Riverbend Park pickle ball courts; that City Council approved increases to parking fees, fines and enforcement hours; reviewed the status of downtown bathroom project; and that City Council approved the purchases of new rescue pumpers.

Closed Session

The Board was being asked to consider authorizing to adjourn to closed session pursuant to Section 8(a) of the Michigan Open Meetings Act, to consider a periodic personnel evaluation of the Downtown Director. Chairperson Smith suggested that since 1/3 of the Board was absent and by request from Mr. Karmann to table the closed session evaluation. Board members inquired who would be involved in the closed session and where the evaluation would be documented. The City Manager reviewed that his evaluation was done in closed session with only City Council and the City Attorney; then the City Manager was present to discuss outcome; and final evaluation filed in employee file.

Board members concurred to table evaluation and conduct at the next scheduled Board meeting.

Hear Miscellaneous Comments

Chairperson Smith reported that he attended the Council meeting where public comment was heard from people upset with the increases in parking rates; commended Mayor Murphy and Councilmember Marshall for their support; that additional revenues would be set aside for a future deck; and that there is evidence from the comments heard at the City Council meeting that the DMB and staff need to communicate and educate the public more on various matters, but specifically parking concerns.

Mr. Marshall-Rashid announced that he was participating in a visioning meeting held by Bob Berg for 200 East Lake Street. Other Board members also indicated that they had been invited. Board members discussed the Open Meetings Act violations if a quorum of Board members attended. Board members concurred that they had been invited to represent their business interests and various roles in downtown and would be representing themselves, so there would be no violation.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:45 P.M.

Downtown Management
Monthly Bills - December 2018

January 9, 2019

PROGRAMS AND SERVICES

DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	MailChimp/contract	DT Assessment	\$ 35.00
DT Marketing	WooBox/monthly plan	DT Assessment	\$ 30.00
DT Marketing	Adobe/photoshop	DT Assessment	\$ 10.59
DT Marketing	Adobe/Acrobat	DT Assessment	\$ 26.49
DT Marketing	Adobe/InDesign	DT Assessment	\$ 22.25
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$ 12.95
DT Marketing	North Country Pub/Welcome North ad	DT Assessment	\$ 225.00
DT Marketing	N MI Review/Scrapbook Ad	DT Assessment	\$ 35.00
			\$ 568.47

PARKING FUND

Capital Outlay	Ginop Sales/snowblower	Parking Fund	\$ 26,081.00
Contracted Services	Van's/monthly contract	Parking Fund	\$ 211.19
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 4,319.57
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 4,277.96
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	T2 Systems/Digital Iris	Parking Fund	\$ 165.00
DT Office	McCardel/water	Parking Fund	\$ 26.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 62.54
DT Office	DTE/utilities	Parking Fund	\$ 175.18
DT Office	Integrity/supplies	Parking Fund	\$ 54.26
DT Office	Integrity/supplies	Parking Fund	\$ 171.21
DT Office	Meyer ACE/supplies	Parking Fund	\$ 43.69
DT Office	Meyer ACE/key cut	Parking Fund	\$ 11.65
DT Office	Meyer ACE/supplies	Parking Fund	\$ 16.14
DT Office	Meyer ACE/cleaning supplies	Parking Fund	\$ 11.13
DT Office	Meyer ACE/supplies	Parking Fund	\$ 24.72
DT Office	Spectrum/phones, internet	Parking Fund	\$ 105.06
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 50.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
<i>DT Office</i>	<i>Wages</i>	<i>Parking Fund</i>	<i>\$ 15,000.00</i>
Materials & Supplies	Print Shop/B permits	Parking Fund	\$ 70.00
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 3,915.00
Trolley	Northland Self Storage/storage	Parking Fund	\$ 1,380.00
Utilities	City of Petoskey/Michigan Street	Parking Fund	\$ 48.42
Utilities	City of Petoskey/EVC station	Parking Fund	\$ 24.34
Utilities	AT&T/cell phones	Parking Fund	\$ 338.69
			\$ 57,424.75
	TOTAL BILLS		\$ 57,993.22

**PROGRAMS SERVICES
MONTHLY REPORT
January 2019**

February 7, 2019

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
CARRY OVER FOR MARKETING	15,000	0.00		-	15,000
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	2,000.00	0.00	0.00	0.00	2,000.00
INTEREST INCOME	50.00	0.00	0.00	0.00	50.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS	10,000.00	0.00	0.00	0.00	10,000.00
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	13,935.00	0.00	0.00	1,450.00	13,935.00
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS		0.00	0.00		-
New Activity	1,000.00	0.00	0.00	0.00	1,000.00
Shop Map Ads	10,000.00	0.00	0.00	0.00	10,000.00
Gallery Walk	4,600.00	0.00	0.00	0.00	4,600.00
Ghost Walk	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	6,250.00	0.00	0.00	0.00	6,250.00
Holiday Catalog	7,250.00	0.00	0.00	0.00	7,250.00
Historic Markers	-	-	-	0.00	
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
SUMMER OPEN HOUSE	2,300.00	0.00	0.00	0.00	2,300.00
OTHER	-	0.00	0.00	0.00	-
	184,685.00	0.00	91,400.00	92,850.00	93,285.00

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Events					
HOLIDAY PARADE	7,000.00	0.00	0.00	0.00	7,000.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	9,000.00	0.00	0.00	0.00	9,000.00
SIDEWALK SALES	8,000.00	0.00	0.00	0.00	8,000.00
PETOSKEY ROCKS	25,000.00	0.00	0.00	0.00	25,000.00
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	21,705.00	0.00	0.00	0.00	21,705.00
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	0.00	0.00	2,500.00
FOURTH OF JULY	1,000.00	0.00	0.00	0.00	1,000.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	0.00	1,500.00
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00

PROGRAMS SERVICES
MONTHLY REPORT
 January 2019

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	568.47	568.47	957.05	29,431.53
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$35					
WooBox/monthly plan \$30					
Adobe/Photoshop \$10.59					
Adobe/Acrobat \$26.49					
Adobe/In/Design \$22.25					
Tom Renkes/blog \$150					
Canva for Work/monthly plan \$12.95					
North Country Pub/Welcome North ad \$225					
N MI Review/scrapbook ad \$35					
SHOP MAP	10,000.00	0.00	0.00	0.00	10,000.00
GHOST WALK	500.00	0.00	0.00	0.00	500.00
NEW ACTIVITY/Marketing Plan	15,000.00	0.00	0.00	0.00	15,000.00
HOLIDAY CATALOG	3,000.00	0.00	0.00	0.00	3,000.00
GALLERY WALK	3,500.00	0.00	0.00	0.00	3,500.00
SHOPPING SCRAMBLE	4,000.00	0.00	0.00	0.00	4,000.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,000.00	0.00	0.00	0.00	1,000.00
Beautification					
HOLIDAY DECORATIONS	15,000.00	0.00	0.00	0.00	15,000.00
FALL DECORATIONS	5,000.00	0.00	0.00	0.00	5,000.00
FLOWERS	9,000.00	0.00	0.00	0.00	9,000.00
Administrative					
INSURANCE AND BONDS	100.00	0.00	0.00	0.00	100.00
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
OTHER	-	0.00	0.00	0.00	-
Total	184,505.00	568.47	568.47	957.05	183,936.53
Excess of Revenues Over Expenses	180.00	-568.47	90,831.53	91,892.95	(90,651.53)

**Downtown Parking Fund
January 2019**

February 8, 2019

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	349,900.00	20,411.51	20411.51	21,535.17	329,488.49
fines	100,000.00	5,674.43	5674.43	14,988.60	94,325.57
Permits	48,000.00	9,385.00	9385.00	10,253.00	38,615.00
Bags	10,000.00	200.00	200.00	855.00	9,800.00
Tokens	2,000.00	275.00	275.00	137.50	1,725.00
Interest	750.00	324.19	324.19	115.79	425.81
Meter Sponsorships	2,500.00	100.00	100.00	1,400.00	2,400.00
Cell Phone Parking	24,000.00	2,557.44	2557.44	2,713.91	21,442.56
Total Parking Revenue	537,150.00	38,927.57	38,927.57	51,998.97	498,222.43
Other		-	0.00	0.00	0.00
Total Revenue	537,150.00	77,855.14	38,927.57	51,998.97	498,222.43
EXPENSES					
ADMINISTRATIVE FEES	20,700.00	0.00	0.00	0.00	20,700.00
BANK CHARGES	6,000.00	0.00	0.00	0.00	6,000.00
CAPITAL OUTLAY	385,000.00	26,081.00	26,081.00	0.00	358,919.00
<i>Ginop Sales/snowblower \$26,081</i>					
CONFERENCES & MEMBERSHIPS	5,000.00			135.00	
CONTRACTED SERVICES	80,000.00	9,104.72	9,104.72	22,859.58	70,895.28
<i>Van's/monthly contract \$211.19</i>					
<i>Jp North Services/SW Snow removal \$4,319.57</i>					
<i>Up North Services/SW snow removal \$4,277.96</i>					
<i>Traffic & Safety/Verizon M2M \$81</i>					
<i>T2 Systems/digital Iris \$165</i>					
<i>LexisNexis/contract \$50</i>					
DOWNTOWN OFFICE	238,000.00	16,462.58	16,462.58	18,944.26	221,537.42
<i>McCardel/water \$26</i>					
<i>City of Petoskey/utilities \$62.54</i>					
<i>DTE/utilities \$175.18</i>					
<i>Spectrum/phones, internet \$105.06</i>					
<i>ThruGlass/window cleaning \$50</i>					
<i>Integrity/supplies \$54.26</i>					
<i>Integrity/supplies \$171.21</i>					
<i>Meyer ACE/supplies \$43.69</i>					
<i>Meyer ACE/key cut \$11.65</i>					
<i>Meyer ACE/supplies \$16.14</i>					
<i>Meyer ACE/cleaning supplies \$11.13</i>					
<i>Meyer ACE/supplies \$24.72</i>					
<i>Wm Thompson/rent \$711</i>					
<i>Wages \$15,000</i>					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	0.00	1,000.00
FAÇADE GRANT	23,000.00	0.00	0.00	0.00	23,000.00
MATERIALS AND SUPPLIES	10,000.00	3,985.00	3,985.00	520.71	6,015.00
<i>Print Shop/B Permits \$70</i>					
<i>Meyer ACE/ice melt \$3,915</i>					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	0.00	500.00
TROLLEY	5,000.00	1,380.00	1,380.00	1212.31	3,620.00
<i>Northland Self Storage/annual storage \$1,380</i>					
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
UTILITIES	4,800.00	411.45	411.45	311.12	4,388.55
<i>City of Petoskey/Michigan Street \$48.42</i>					
<i>City of Petoskey/EVC station \$24.34</i>					
<i>AT&T/cell phones \$338.69</i>				0.00	
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	781,500.00	57,424.75	57,424.75	43,982.98	724,075.25
NET	(244,350.00)	20,430.39	(18,497.18)	8,015.99	(225,852.82)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: February 14, 2019
RE: DMB Schedule of Events Presentation

At the request of the Board during the December 2018 meeting, staff will be making a presentation that will give an overview of our Downtown events schedule. This presentation was tabled from the January 2019 meeting.

No action is required at this meeting.

Please contact me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: February 13, 2019
RE: Parking Committee Appointments

In February of 2018, the Board approved a new structure for the Parking Committee which reads as follows:

Downtown Parking Committee – The responsibility of this committee is to oversee parking management policies. Members of the committee are the DMB Chair, Vice Chair, two Board members, and one member at large from the Downtown community. Members other than the Chair and Vice Chair serve one year terms and may be reappointed indefinitely. The Chief of Police and/or City Manager may serve as City liaisons, and the Downtown Director serves as DMB staff liaison. Committee members are appointed by the DMB at the recommendation of the DMB Chair. The Chair will consider a mix of business sectors when recommending appointments to the full Board. The Committee is expected to meet monthly.

The terms of Karmann, Marshall-Rashid, and Mickle expire in February, although they can be reappointed if they are willing to serve. Please either contact the Chair prior to the meeting if you are interested in serving in one of the two Board seats or come to the meeting prepared to volunteer or nominate a new candidate.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: February 19, 2019 **DATE PREPARED:** February 15, 2019

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

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Parking Committee NOTES

February 15, 2019
9:15 am
Downtown Office

1. Welcome – Members Smith, Buck, Karmann, and Miekle were present. Marshall-Rashid was absent.
2. PR for New Parking Fines and Fees – A discussion took place regarding the best way to move ahead on public relations for the newly adopted fines and fees. Staff explained that a new page for DMB Parking had been created on the City website and that most of the documents that had been provided to City Council were there. She suggested also putting the articles that she is writing as potential guest commentary for the newspaper there as well. There were comments regarding the change in ownership of the newspaper and what would be allowed and also regarding the wisdom of more publicity for changes that were not necessarily popular. Staff will contact the paper to see if they are willing to publish the series of articles on a timeline that will coordinate with the installation of the new meters and also to learn the publishing guidelines.
3. Court Settlement – There was discussion regarding a court case that has gone to court ordered mediation. Staff requested and received guidance from the committee regarding settlement.
4. More than one ambassador out at a time – Past discussion has included a desire on the part of the committee for more enforcement. Current and past policy has been to only have one ambassador enforce at a time. Staff reported that a current ambassador is looking for more hours and, since the employee is desirable, suggested that this would be the time to up enforcement. The committee agreed and staff will follow up with the employee and scheduling.
5. Utility bill gets you free parking – The committee had further discussion about developing an offer that could be made to locals that would give them free parking for a

number of hours monthly with the presentation of a utility bill. Staff will work further on logistics. Staff also said that a pay as you go punch card for permit holders was being developed.

6. HC Employee Parking Policy – Staff requested and received discussion and support for the current policy regarding handicapped employee parking which states that employees with handicapped permits are treated according to law and the City ordinance.

Further discussion ensued regarding handicapped signage and the need for a traffic light at Lake and Petoskey Streets. Staff will follow up.

*The mission of the Parking Services Office is
to provide convenient parking for customers in the core of the CBD
and for employees, owners, and residents in the periphery of the CBD;
raise revenue for Downtown beautification projects, development of new parking areas,
and the maintenance and snow removal of existing areas.*



Committee Members: Angie Whitner, Becky Kranig, Ed Karmann, Gary Albert, Mindy Taylor, Natalie Vanhous, Reg Smith, Julie Stopple, Stacey Kinney, Stephen Mullen, Valerie Meyerson, Kyle Bandi (Becky & Andi)

In Attendance: Becky, Andi, Becky, Gary, Julie, Sarah Biskup, Kyle, Janet from Northgoods filling in for Natalie

1. Winter Carnival – **Andi updated the committee on Winter Carnival details**

- All weekend long – Where's Olaf, tour ice sculptures
- Thursday –
 - Wine & Dine Progressive dinner, 6pm
 - (a) American Spoon
 - (b) Petoskey Cheese
 - (c) Noggin Room Pub
 - (d) City Park Grill
 - (e) Palette Bistro
- Friday
 - Chocoholic Frolic, 3-7pm
 - (a) LTBHS event @ Perry
 - Winter Ghost Walk, 6pm
- Saturday
 - Ice Bar, 1-4 pm **volunteers needed!!**
 - Live ice carving 2 pm
 - Kids Activities - Ice Block activity, snowshoeing
 - Winter Sports Park activities
 - PDL hosting a cardboard sled workshop
- Sunday Funday Kids Day!
 - Kids activities in stores, scavenger hunt for Olaf the Snowman

2. Petoskey Rocks! – can't do decades because of movies saved from last year

- Movies from 2018
 - Coco
 - Star Wars: The Last Jedi
 - Jumanji
 - **Committee Suggestions:**
 - (a) **Greatest Showman**
 - (b) **Mary Poppins Returns**
 - (c) **Grindwald**
 - (d) **Incredibles 2**
 - (e) **Lego Movie 1 or 2**
- Bands

- Crosscut Kings
- Real Ingredients – July 19th
- May Erlewine
- Pistil Whips
- **Committee Suggestions:**
 - (a) **Mi Rattlers (maybe team up with Beards to help cost)**
 - (b) **Middle and High School Jazz band**
 - (c) **Atwood Green Band – Andy Ellison (330-2136)**
 - (d) **Easy Picks**
 - (e) **Distant Stars**
 - (f) **Turbo Pup**
 - (g) **Jelly Rolls Blues Band**
 - (h) **Is there a Motown band around?**

3. Downtown Petoskey's Wicked Weekend

- Ed's idea
 - "Samhain". this is how Halloween started. Using the word as a part of the weekend, might work.
 - (a) **Committee suggested using this word somewhere else within the weekend events. They felt it has a conation of dark & witchy, preferred "Downtown Petoskey's Wicked Weekend".**
 - On the Sunday Waldo type event: Kids (with their parents hopefully) come in the shop looking for Pumpkin Jack, and Jill. They consist of two pumpkins, small gourds, what ever, carved or decorated and made up to be a male, and female image.
 - (a) **Possibly incorporate something to do with "the Great Pumpkin"**
 - Kids, once they find the two in the participating shops, get their page stamped. When filled (again like the Waldo event), the page is turned into the office. All pages go into a box, from which one is drawn out. The owner of that page wins a basket of things, donated by the participating shops. Candy, socks, gloves, a small piece of Jewelry, a certificate good for x\$ that can be redeemed at that shop. What ever the shop sells, that would be appropriate for a basket.
- Adjourn



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
NOTES
3 pm, January 29, 2019

1. Welcome – Members Bennet and Babcock and staff Goodman and Symonds were present. Bell was absent.
2. Video/You Tube Project – All reviewed a video prepared by Scott Castelein for use on the website, the trolley, and on You Tube. Minor changes were suggested. Andi will work with Scott for the changes.
3. Marketing Committee Projects Review – Becky reviewed the projects that the committee oversees currently which include: Downtown Dollars, Shopping Map, Website, Facebook and other social media, Shop Local Campaign, Staycation, Image Campaign, Holiday Catalog. All of these projects are established and require staff time. Adding new will be challenging.
4. Andi's Class – Andi reported that she had been to a marketing class offered by the college and that she would be going to two more in the future. She shared some materials that talked about developing a marketing plan.
5. Marketing Plan – Becky shared that she had talked to Kim Rivera, New Moon Visions, who has a company that specializes in Downtown marketing and branding. Conversation has been about contracting with her on an hourly basis.
6. New Members – Names were suggested for new committee members. Becky and Andi will follow up.

*MISSION: To promote the image and virtues of Downtown Petoskey
as a shopping, dining, lodging, and leisure time destination.*



BOARD: Downtown Management Board

MEETING DATE: February 19, 2019 **DATE PREPARED:** February 15, 2019

AGENDA SUBJECT: City Staff Report

RECOMMENDATION: That the Downtown Management Board hear this report

The City Manager will provide status reports concerning downtown-area projects.

sb



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: February 13, 2019

RE: Closed Session for Personnel Discussion – Evaluation of Downtown Director

At the close of the meeting, the Board will be asked to motion to adjourn to a closed session pursuant to Section 8(a) of the Michigan Open Meetings Act, to consider a periodic personnel evaluation of the Downtown Director.